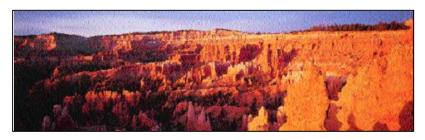
INTERNATIONAL VISITORS TO NATIONAL PARKS



Over 40% of all visitors to Utah were identified as National Park visitors as a result of identifying a national park as a primary destination during a trip to the U.S. Overall, 78% of all Utah's overseas visitors indicated that visiting a national park (whether a primary destination or not) was one of several

activities participated in during a U.S. trip. National Park visitors to Utah have specific traveler characteristics that make this traveling segment unique and different from other travel segments.

Demographics. The average national park visitor to Utah is less affluent than other visitors to the state. As a result, average daily spending is also less than the statewide average for all overseas visitors. Leisure groups (spouse, family members, friends and group tours) are much more common among national park visitors than among all visitors to the state. European markets, led by Germany, France and the U.K, dominate the national park traveler segment. Italy, the Benelux countries and Switzerland are also important markets within this travel segment. The only non-European country that represents a significant market for national park travelers is Japan.

Travel Patterns. The national park visitor is typically a less experienced U.S. traveler. Consequently, advance trip decisions are often made well in advance (133 days) and packages are more common than among all overseas travelers to the state. National park travelers typically spend less time in Utah as well as in the U.S. compared to other groups, although they are often more mobile than other travelers, demonstrating a tendency to visit more states and more destinations than all travelers to the state. Car rentals are the preferred choice of transportation within the U.S. While the majority stay in either a hotel or motel, a significant number also camp. Among favored destinations, the national park traveler is more likely to make trips to California (San Francisco, Los Angeles, Yosemite, San Diego and Death Valley), Arizona (Grand Canyon and Phoenix) and Nevada (Las Vegas). Among Utah destinations, Bryce Canyon National Park was the preferred destination, followed by Zion National Park, Monument Valley Navajo Tribal Park and Glen Canyon National Recreation Area. Salt Lake City was only mentioned as a destination by 4% of national park visitors.

Purposes and Activities. Travel to national parks is almost exclusively a leisure travel activity. Over 90% of national park travelers to Utah indicated their primary purpose was a leisure trip. As expected, national park travelers tend to participate in a wide variety of outdoor activities. Compared to all travelers to the state, national park travelers are more likely to visit national parks, gamble, visit cultural or heritage sites, camp or hike and participate in an eco or environmental excursion. Conversely, national park visitors are less likely to attend a concert, play or musical, visit a nightclub or sporting event, and play golf, tennis or ski.

OVERSEAS VISITORS TO UTAH SUMMARY - 1997-1999*

Overseas Travelers who visit National Parks (40% of all Overseas Travelers to Utah)

ADVANCE TRIP DECISION	DEMOGRAPHICS AGE (years)		TRAVEL PATTERNS ADVANCE TRIP DECISION		PURPOSE/ACTIVITIES PURPOSE OF TRIP	
Advance Air Reservations 91 Days						
S5-4 Years 19%	Averare Age (mean)	42.1	Advance Trip Decision	133 Days	Leisure & VFR	93%
See No.	18-34 Years	36%	Advance Air Reservations	91 Days	Leisure/Rec./Holidays	88%
Average IIII Income	35-54 Years	46%	Use of Pre-Booked Lodging		Visit Friends/Relatives	5%
Note	55+ Years	19%			Business & Convention	7%
Average HII Income			USE OF PACKAGES		Business/Professional	3%
Self-1000 30% Self-100 30% Sel	HOUSEHOLD INCOME (\$US)		YES	40%	Convention/Conference	4%
S40,000 - \$10,000	Average HH Income	\$66,500	Air/Lodging	28%	Study/Teaching	1%
\$120,000	< \$40,000	30%	Guided Tour	20%	-	
AirLodging/Bus	\$40,000 - \$80,000	41%	Air/Rental Car	18%		VISITED
Avg. Travel Party (mean) 2.2 Avg. Travel Party (mean) 2.2 Advance Package Booking 90 Days Los Angeles 51% San Francisco 56% Advance Package Booking 90 Days Los Angeles 51% San Francisco 56% San Francisco 56% Advance Package Booking 90 Days Los Angeles 51% San Diego 144% Family/Relatives 36% Friends 19% Travel flag Alone 12% Travel flag Alone 12% Travel Agency 65% Grand Canyon N.P. 65% Grand Canyon N.P. 65% Adults only 88% Adults and Children 12% Sate/City Travel Office 20% Las Vegas 74% Phoenix 14% Newspapers/Magazines 12% Yellowstone N.P. 9% Colorado 9% Newspapers/Magazines 12% Yellowstone N.P. 9% Other 8% New York 7% New York	\$80,000 - \$120,000	18%	Air/Lodging/Tour	14%	# of States Visited	3.9
Arr COMPOSITION Avg. Travel Parry (mean) 2.2 Spouse 44% 44% 67 Nights Fre-paid as Part of Family/Relatives 36% 74 Nights Fre-paid as Part of Package Booking 90 Days 13.3 75 Nights Fre-paid as Part of Package Booking 13.3 75 Nights Fre-paid as Part of Days 74 Nights Fre-paid as Part of Package Booking 13.3 75 Nights Fre-paid as Part of Days 75 Nights Fre-paid as Part of Package Booking 13.3 75 Nights Package 13.3 75 Nights Pack	\$120,000+	11%	Air/Lodging/Rental Car	13%	# of Destinations Visited	6.3
Avg. Travel Party (mean) 2.2 Spouse 44% # of Nights Pre-paid as Part of a Package Booking 90 Days # of Nights Pre-paid as Part of a Package 13.3 San Diego 144% Presmity/Relatives 36% Friends 19% Travel Agency 65% Grand Canyon N.P. 65% Grand Canyon N.P. 65% Grand Canyon N.P. 65% Adults Only 88% Friends/Relatives 26% Nevada 74% Adults and Children 12% Friends/Relatives 26% Nevada 74% Adults and Children 12% Friends/Relatives 26% Nevada 74% Newspapers/Magazines 12% Friends/Relatives 26% Nevada 74% Yellowstone N.P. 9% New York 7% New York 7% New York City 7%			Air/Lodging/Bus	10%	California	83%
Spouse				9%	San Francisco	56%
FamilyRelatives 36% Friends 19% Friends 19% Travelling Alone 12% Travelling Alone 12% Travel Agency 65% Grand Canyon N.P. 65% State/City Travel Office 20% Las Vegas 74% Adults and Children 12% State/City Travel Office 20% Las Vegas 74% Nevada 74% New Adults and Children 12% State/City Travel Office 20% Las Vegas 74% New Momen 35% Airlines Directly 7% New York 7% Other 8% New York 7% New York 17% New York 1	Avg. Travel Party (mean)	2.2		90 Days	Los Angeles	51%
Family/Relatives 36% Friends 19% Friends 19% Traveling Alone 12% Travel Agency 65% Travel Guides 31% Phoenix 14% Adults Only 88% Friends/Relatives 26% Adults Only 88% Friends/Relatives 26% Nevada 74% Adults and Children 12% State/City Travel Office 20% Las Vegas 74% Newspapers/Magazines 12% Yellowstone N.P. 9% Newspapers/Magazines 12% Yellowstone N.P. 9% New York 7% New York	Spouse	44%	# of Nights Pre-paid as Part of	13.3	Yosemite N.P.	28%
Traveling Alone	Family/Relatives	36%	a Package	13.3	San Diego	14%
Group Tour 7% Travel Agency 65% Business Associates 2% Travel Guides 31% Phoenix 14% Adults only 88% Friends France 21% Phoenix 14% Phoenix 13% Phoenix 14% Phoenix 14% Phoenix 14% Phoenix 13% Phoenix 14% Phoenix 13% Phoenix 14% Phoenix 14% Phoenix 14% Phoenix 13% Phoenix 14% Phoenix 13% Phoenix 14% Phoenix 13% Phoenix 14% Phoenix 13% Phoenix 14% Phoenix	Friends	19%			Death Valley N.P.	10%
Business Associates	Traveling Alone	12%	INFORMATION SOURCES		Arizona	
Adults Only	Group Tour	7%	Travel Agency	65%	Grand Canyon N.P.	65%
Adults and Children 12% State/City Travel Office 20% Personal Computer 13% Wyoming 10% Yellowstone N.P. 9% Yellowstone N.P. 9%	Business Associates	2%	Travel Guides	31%	Phoenix	14%
Personal Computer	Adults Only	88%	Friends/Relatives	26%	Nevada	74%
Newspapers/Magazines 12% Yellowstone N.P. 9%	Adults and Children	12%	State/City Travel Office	20%	Las Vegas	74%
Men				13%		10%
Airlines Directly	GENDER		Newspapers/Magazines	12%	Yellowstone N.P.	9%
Cother S	Men	66%	Tour Company	11%	Colorado	9%
Repeat Visitor to the U.S. 61% U.S. Trips last 12 Months 1.3 U.S. Trips last 5 Years 2.7 I Trip 48% 2 - 5 Trips 41% Hotel/Motel 80% Visit Historic Places 58% Private Home 1% Touring Countryside 58% Private Home 1% U.K. 12% Rented Auto 65% U.K. 12% Rented Auto 65% U.K. 12% Rented Auto 65% Usit Handian Comm. 38% Benelux 8% Ialy 8% Airlines in U.S. 30% Visit Am. Indian Comm. 38% Benelux 8% Switzerland 6% Company or Private Auto 15% Art Gallery/Museum 24% Oceania 2% PORT OF ENTRY	Women	35%	Airlines Directly	7%	New York	7%
Repeat Visitor to the U.S. 61% U.S. Trips last 12 Months 1.3 Avg. Spending Per-Visitor- \$73 Shopping 8.5% Dining in Restaurants 79% 2 - 5 Trips 41% ACCOMMODATIONS Sightseeing in Cities 59% 5 + Trips 11% Hotel/Motel 80% Visit Historic Places 58% Private Home 1% Touring Countryside 58% Casinos/Gambling 53% Casinos/Gambling Casinos/Gambling Casinos/Gambling Casinos/Gambling Casinos/			Other	8%	New York City	7%
Visit National Parks 92% Visit National Parks 92% Shopping 85% Dining in Restaurants 79% Sightseeing in Cities 59% Visit Historic Places 58% Private Home 1% Touring Countryside 58% Visit Small Towns 54% Casinos/Gambling 53% Casinos/Gambling 22% Canina 22% Canina 22% Canina 22% Canina 23% Casinos/Gambling 22% Canina 23% Casinos/Gambling 22% Canina 23% Casinos/Gambling 22% Canina 23% Casinos/Gambling 23%						
U.S. Trips last 5 Years 2.7 Per-Day (mean) S/3 Shopping 85% Dining in Restaurants 79% Sightseeing in Cities 59% Visit Historic Places 58% Trips 11% Hotel/Motel 80% Visit Historic Places 58% Other 21% Visit Small Towns 54% Casinos/Gambling 53% Casinos/Gambling Ca		61%			-	
Description Asw Company Comp		1.3	Avg. Spending Per-Visitor-	\$73	Visit National Parks	92%
ACCOMMODATIONS Sightseeing in Cities 59%			Per-Day (mean)	Ψ/3		
Hotel/Motel 80% Private Home 1% Touring Countryside 58%						
Private Home		41%				
ORIGIN MARKETS (1999 only) Other 21% Visit Small Towns 54% Germany 26% TRANSPORTATION IN U.S. Amusement/Theme Parks 49% U.K. 12% Rented Auto 65% Cultural or Heritage Sites 45% Italy 8% Airlines in U.S. 30% Visit Am. Indian Comm. 38% Benelux 8% Taxi/Cab/Limousine 22% Guided Tours 30% Japan 8% City Subway/Tram/Bus 19% Camping/Hiking 27% Switzerland 6% Company or Private Auto 15% Art Gallery/Museum 24% Oceania 2% LENGTH OF STAY Environ./Eco Excursions 15% PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% Nightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4%	5+ Trips	11%				
Germany 26% TRANSPORTATION IN U.S. Casinos/Gambling 53% France 21% TRANSPORTATION IN U.S. Amusement/Theme Parks 49% U.K. 12% Rented Auto 65% Cultural or Heritage Sites 45% Italy 8% Airlines in U.S. 30% Visit Am. Indian Comm. 38% Benelux 8% Taxi/Cab/Limousine 22% Guided Tours 30% Japan 8% City Subway/Tram/Bus 19% Camping/Hiking 27% Switzerland 6% Company or Private Auto 15% Art Gallery/Museum 24% Oceania 2% LENGTH OF STAY Environ./Eco Excursions 15% PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises			Private Home	1%		
France 21% TRANSPORTATION IN U.S. Amusement/Theme Parks 49% U.K. 12% Rented Auto 65% Cultural or Heritage Sites 45% Italy 8% Airlines in U.S. 30% Visit Am. Indian Comm. 38% Benelux 8% Taxi/Cab/Limousine 22% Guided Tours 30% Japan 8% City Subway/Tram/Bus 19% Camping/Hiking 27% Switzerland 6% Company or Private Auto 15% Art Gallery/Museum 24% Oceania 2% # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% Wightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% New York 6% Zion N.P. 63% Cruises A Nonument Valley 30% Golfing/Tennis 2% VISITATION VOLUME			Other	21%		
U.K. 12% Rented Auto 65% Cultural or Heritage Sites 45% Italy 8% Airlines in U.S. 30% Visit Am. Indian Comm. 38% Benelux 8% Taxi/Cab/Limousine 22% Guided Tours 30% Japan 8% City Subway/Tram/Bus 19% Camping/Hiking 27% Switzerland 6% Company or Private Auto 15% Art Gallery/Museum 24% Oceania 2% LENGTH OF STAY Environ./Eco Excursions 15% PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% Nightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% New York 6% Zion N.P. 63% Cruises 4% Nounment Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only)					_	
Renelux 8% Airlines in U.S. 30% Visit Am. Indian Comm. 38%				-		
Benelux 8% Taxi/Cab/Limousine 22% Guided Tours 30% Japan 8% City Subway/Tram/Bus 19% Camping/Hiking 27% Switzerland 6% Company or Private Auto 15% Art Gallery/Museum 24% Oceania 2% Environ./Eco Excursions 15% PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% San Francisco 17% For Nights in US (mean) 20.6 Concert/Play/Musical 8% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1% Oceania 22% Guided Tours 30% Camping/Hiking 27% Art Gallery/Museum 24% Water Sports/Sunbathing 22% Environ./Eco Excursions 15% Concert/Play/Musical 8% Nightclubs/Dancing 6% Cruises 4% Cruises 4% Cruises 4% Cruises 4% Cruises 4% Camping/Hiking 27% Art Gallery/Museum 24% Camping/Hiking 27% Art Gallery/Museum 24% Nightclubs/Dancing 6% Concert/Play/Musical 8% Nightclubs/Dancing 6% Cruises 4% Cruises 4% Cruises 4% Camping/Hiking 27% Camping/Hiking 27% Art Gallery/Museum 24% Nightclubs/Dancing 6% Concert/Play/Musical 8% Nightclubs/Dancing 6% Cruises 4% Cruises 4% Camping/Hiking 27% Concert/Play/Museum 24% Nightclubs/Dancing 6% Nightclubs/Dancing 6					_	
Switzerland 6% City Subway/Tram/Bus 19% Camping/Hiking 27%	Italy		Airlines in U.S.		Visit Am. Indian Comm.	
Switzerland 6% Company or Private Auto 15% Art Gallery/Museum 24% Oceania 2% Water Sports/Sunbathing 22% PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% Nightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	Benelux				Guidea Tours	
Oceania 2% LENGTH OF STAY Water Sports/Sunbathing 22% PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% Nightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	•					
LENGTH OF STAY Environ./Eco Excursions 15% PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% Nightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	Switzerland		Company or Private Auto	15%	= -	
PORT OF ENTRY # of Nights In Utah (mean) 3.7 Ethnic Heritage Sites 13% Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical 8% San Francisco 17% Nightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	Oceania	2%				
Los Angeles 29% # of Nights in US (mean) 20.6 Concert/Play/Musical Nightclubs/Dancing 8% San Francisco 17% Nightclubs/Dancing 6% Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%			LENGTH OF STAY			
San Francisco 17% Nightclubs/Dancing 6% Chicago 8% <u>UTAH DESTINATIONS VISITED</u> Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%						13%
Chicago 8% UTAH DESTINATIONS VISITED Attend Sports Event 4% Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	Los Angeles		# of Nights in US (mean)	20.6		
Detroit 7% Bryce Canyon N.P. 63% Cruises 4% New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	San Francisco					6%
New York 6% Zion N.P. 32% Ranch Vacations 3% Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	Chicago			SITED	_	4%
Monument Valley 30% Golfing/Tennis 2% VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%						
VISITATION VOLUME (1999 only) Glen Canyon 12% Hunting/Fishing 1%	New York	6%				
					_	2%
Total Int'l. Visitation (000s) 283 Salt Lake City 4% Snow Skiing 1%		999 only)				1%
	Total Int'l. Visitation (000s)	283	Salt Lake City	4%	Snow Skiing	1%

^{*}SOURCE: U.S. Department of Commerce, ITA/Tourism Industries